New from Kodak...

The Hip Pocket

Kodak pocket Instamatic® 10 camera

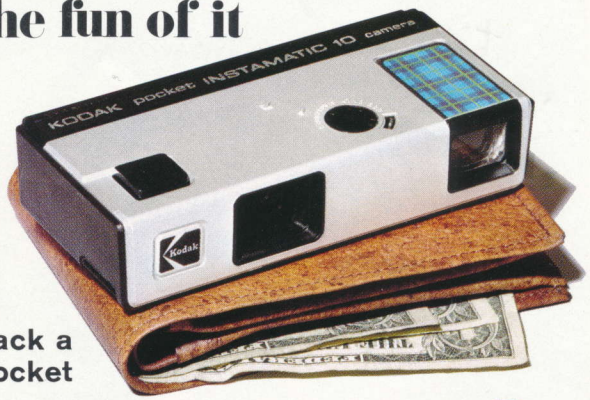
THE NEWEST,
SMALLEST,
LEAST EXPENSIVE
KODAK POCKET CAMERA

New Pocket 10 has a personality

It's the smallest, least expensive Kodak pocket camera of them all

The Kodak pocket Instamatic 10 camera is almost as small as your wallet. It's just over 4½" long, 1" thick and about 3½ ounces light. Smaller and lighter than the other Kodak pocket Instamatic cameras.

Take one along for the fun of it



Pack a Pocket

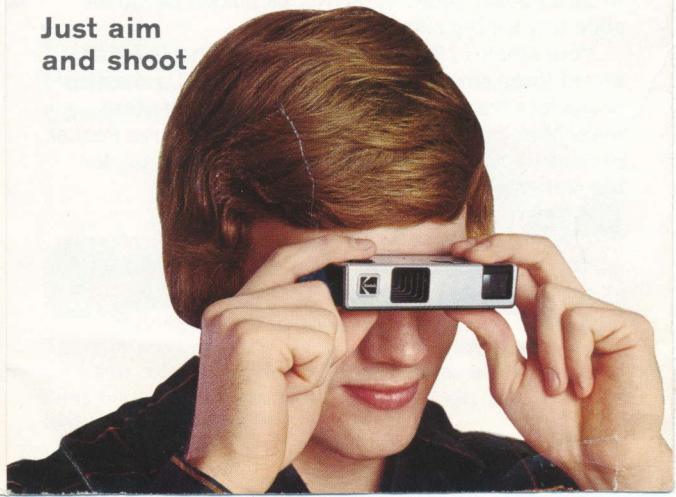
A personal little camera that likes to go with you

That's because it's small enough to fit in a pocket. Vest pockets, shirt pockets, sleeve pockets—even hip pockets. Take it with you to the beach, ski slopes, fishing or wherever you go. If you can find the fun, the little Pocket 10 can find the room to go along with you.

Great for vacations

So simple to use

Like all Kodak pocket Instamatic cameras, the Pocket 10 is easy to use. Just drop in the 110-size film cartridge and you're ready to shoot. A manual two-stroke thumb slide advances film effortlessly. The Pocket 10 uses dependable self-powered magicubes for flash pictures; no batteries needed.



Just aim and shoot

Be ready to shoot the good times

ACTUAL SIZE

The little camera that does things in a big way

The new Kodak pocket Instamatic 10 camera takes big snapshots—actually wider than the camera itself. Prints measure 3½ x 4½ inches big.

Films for Pocket cameras

110-size films come in handy, drop-in cartridges. Give you color or black-and-white negatives for big snapshots. Crisp color slides, too. In mounts about one inch square.

Kodak pocket Instamatic 10 camera outfit

The Pocket 10 can be purchased separately or in a special outfit (less than $2.00 more) which has everything you need to start shooting. The outfit includes camera, Kodacolor II film for color prints, magicube and extender, wrist strap, instruction manual and a set of nine colorful decals, any one of which you can place in the special recess on top of the camera. We call them Pocket "personalizers."

The Kodak pocket Instamatic 10 camera outfit makes a great gift for any occasion.

Small slides... small projectors

Kodak pocket Instamatic cameras also produce small slides which make possible small, compact Kodak pocket Carousel projectors. You can fit 120 Pocket slides in the Kodak pocket Carousel slide tray for big slide shows.

Your small 110-size slides will look their best on any of three smartly styled Kodak pocket Carousel projectors that have the same basic features that make their bigger cousins so popular. All three Pocket projectors have sharp f/2.8 Kodak Ektar lenses for big screen pictures when you want them.

You can also show Pocket slides on a 2 x 2 projector using special slide adapters and, preferably, a 2½- or 3-inch lens. Or, ask to have your Pocket slides returned in 2 x 2 mounts. Kodak processing labs, and some photofinishers, offer this service when requested.

Kodak magicube extender

The Kodak magicube extender helps prevent red reflections in eyes for more pleasing flash pictures of people. It works by increasing the distance between the flash and the camera lens. An extender is included with every Kodak pocket Instamatic camera, whether purchased separately or in an outfit.

Pick a Pocket

Now 6 models to choose from

Kodak now has a Pocket camera to fit everyone's pocketbook. From the small, inexpensive Pocket 10 to the Pocket 60 for the avid photographer. Pick the Kodak pocket Instamatic camera that suits your needs and be ready to shoot the good times.

CRYSTAL PLAZA CAMERA SHOP
2041 Crystal Plaza Drive
Arlington, Va. 22202
521-5544

12-1972

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